



2010 Center City Holiday Pedestrian Safety Campaign

City Council Transportation Committee

February 25, 2011

Holiday Pedestrian Safety Campaign

- *Purpose:* behavior change
- *Focus:* downtown Seattle
- *Audience:* drivers and pedestrians
- *Background:*
 - Knowledge Attitude Behavior (KAB) survey
 - Existing framework
 - Rainier and Aurora Traffic Safety Corridor programs



2009 KAB survey results

- Downtown has high number of collisions, lots of pedestrians and high level of engineering
- Safety responsibility of pedestrians and drivers
- Message needs to speak to entire general public
- When driving downtown, you are a driver. When step out of your car, you become a pedestrian



2009 campaign evaluation results



Conducted September 2010

Merchant results

- About 30 percent remembered campaign and felt message was clear
- Preferred promotional products: posters, postcards, bookmarks, umbrellas and bags

2009 campaign evaluation results



Intercept results

- 40 percent remembered campaign, but only 17 percent felt message was clear

2009 campaign evaluation results



Online results

- 24 percent remembered campaign, 81 percent felt message was clear
- Preferred promotional tools: social media, more police, bus ads

Spreading the word



- Posters distributed to 98 businesses
- Interior ads displayed in 44 buses
- Exterior ads displayed on 22 buses

Making pedestrians more visible

Placed umbrellas at:

- Westlake Center
- Downtown Seattle Association Carousel
- Pacific Place
- Arundel Books



Safety message reaches thousands

Public Service Announcement- 34,430 hits

Top Viral Videos at Bing.com – 500,000 hits



- Planned flash mob using umbrellas
- Created Public Service Announcement (PSA)

Getting Figgy with it!

- Drafted three pedestrian safety carols
- Performed on New Day NW
- Sang at Figgy Pudding Carol Singing Competition



Media

Total story count: 17

Total calculated ad equivalency: \$34,325

Total calculated publicity value: \$102,975

“Don’t Block the Box”

Police distributed 994 educational fliers between 7AM and 5:30PM from December 30, 2010 to January 19, 2011

Slow Your Sleigh, Yield the Right of Way



Throughout the holidays, the city of Seattle asks you to please be aware of pedestrians. Keep in mind that people of all ages and abilities are pedestrians.

Collisions downtown typically occur at intersections that already have traffic signals, signs, crosswalks and street lights. Take it slow and expect to see one another in the crosswalk.

Tips for driving safely

- Don't block the box
- Never pass a vehicle that is stopped at a crosswalk—assume they are stopped for a pedestrian
- Don't be a distracted driver—don't use cell phones or text while driving
- Yield to pedestrians
- Make eye contact with a pedestrian before proceeding through a crosswalk

Know the law

SMC 11.66.060 Blocking intersections and crosswalks.

No person who is responsible for the operation of any railroad train or car shall stop the same within an intersection or on a crosswalk except to avoid accident or upon direction of a peace officer.

SMC 11.53.400 Further limitations on overtaking and passing.

Whenever any vehicle is stopped at a marked crosswalk or at any unmarked crosswalk at an intersection to permit a pedestrian to cross the roadway, the operator of any other vehicle approaching from the rear shall not overtake and pass such stopped vehicle. (RCW 46.61.235(4))

Learn more at: <http://www.seattle.gov/transportation/seeyouinthecrosswalk.htm>



Wait for the Light to Go and Take it Slow



Throughout the holidays, the city of Seattle asks you to please be aware. Collisions downtown typically occur at intersections that already have traffic signals, signs, crosswalks and street lights.

Take it slow and expect to see one another in the crosswalk.

Tips for walking safely

- Use the sidewalk
- Wear bright clothing at night so you can be more easily seen
- Always use marked crosswalks whenever possible
- Make eye contact with drivers who are approaching
- Don't be a distracted walker—turn off headphones and pay attention when crossing the street

Know the law

SMC 11.50.270 "Walk" pedestrian-control signal

Pedestrians facing a walking person symbol signal may cross the roadway in the direction of the signal. If pedestrians have begun to cross a roadway while facing such a signal, all approaching vehicle operators shall stop to allow them to complete their crossing.

SMC 11.50.280 "Don't walk" pedestrian-control signal

Pedestrians facing a steady or flashing hand symbol signal shall not enter the roadway, but if pedestrians have begun to cross before the display of either signal, vehicle operators shall stop to allow them to complete their movements.

Learn more at: <http://www.seattle.gov/transportation/seeyouinthecrosswalk.htm>



Next steps

- Move forward with data and information analysis
- Continue campaign, but alter it to reflect data and other input

